

WKMG

ORDER

Print Date 10/29/12 Page 1 of 2

Flight Dates 10/30/12-11/06/12

Contract / Revision

263237 /

Product

OBAMA FOR AMERICA

Original Date / Revision

10/29/12 10/29/12

Agency Com 15%

Billing Contact

Advertiser**Pol/Pres/D/Barack Obama**

New till 02/05/09

Agency **GMMB**

Buying Contact

3050 K Street NW

Suite 100

Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2265

Alt Order # 06399486

Billing Type Cash

Order Type	GENERAL
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
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Kristen Waskie	100%
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Order Share 100% Market Value 61300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	23	\$52,105.00	\$61,300.00	0.00
Totals	23	\$52,105.00	\$61,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	23	\$52,105.00	\$61,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WKMG	10/30/12	11/05/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	1:00	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2			\$900.00			0.00			
E 2	WKMG	11/06/12	11/06/12	Morn News at 5a Morn News at 5a	CM	5-530a	-1-----	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	-1-----		1			\$900.00			0.00			
E 3	WKMG	10/30/12	11/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	1:00	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2			\$1,400.00			0.00			
E 4	WKMG	10/30/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	1:00	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 2265

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	10/30/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	1:00	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			2		\$1,400.00			0.00			
E 5	WKMG	11/06/12	11/06/12	CBS This Morning The Early Show	CM	7-9a	-1-----	1:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-1-----			1		\$1,400.00			0.00			
E 6	WKMG	11/06/12	11/06/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-1-----	1:00	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-1-----			1		\$1,600.00			0.00			
E 7	WKMG	10/30/12	11/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	1:00	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			4		\$2,400.00			0.00			
E 8	WKMG	10/30/12	11/05/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	1:00	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			2		\$1,300.00			0.00			
E 9	WKMG	10/30/12	11/05/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	1:00	2	\$3,400.00	P-2	0.00	NM	2	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			2		\$3,400.00			0.00			
E 10	WKMG	11/03/12	11/03/12	College Football Today College FB Today	CM	3-330p	-----2-	1:00	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-			2		\$2,000.00			0.00			
E 11	WKMG	11/04/12	11/04/12	NFL TODAY NFL TODAY	CM	various	-----1	1:00	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1			1		\$8,000.00			0.00			
E 12	WKMG	11/04/12	11/04/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	1:00	1	\$16,000.00	P-2	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1			1		\$16,000.00			0.00			
E 13	WKMG	10/30/12	11/02/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	1:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--			1		\$1,400.00			0.00			
E 14	WKMG	10/30/12	11/05/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MTWTF--	1:00	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			1		\$1,600.00			0.00			
Totals														23	\$61,300.00